



Proud to Be Here, Proud to Serve

U.S. Army Accessions **Command** ***"Warriors Supporting Warriors"***



Information Brief to
Intranet Web Site Visitor
on the Accessions Support Brigade
10 Feb 04

An Army of One

Purpose

“To provide an overview of the Support Brigade to include the mission, organization, direction, and scope of support the brigade renders to the field.”

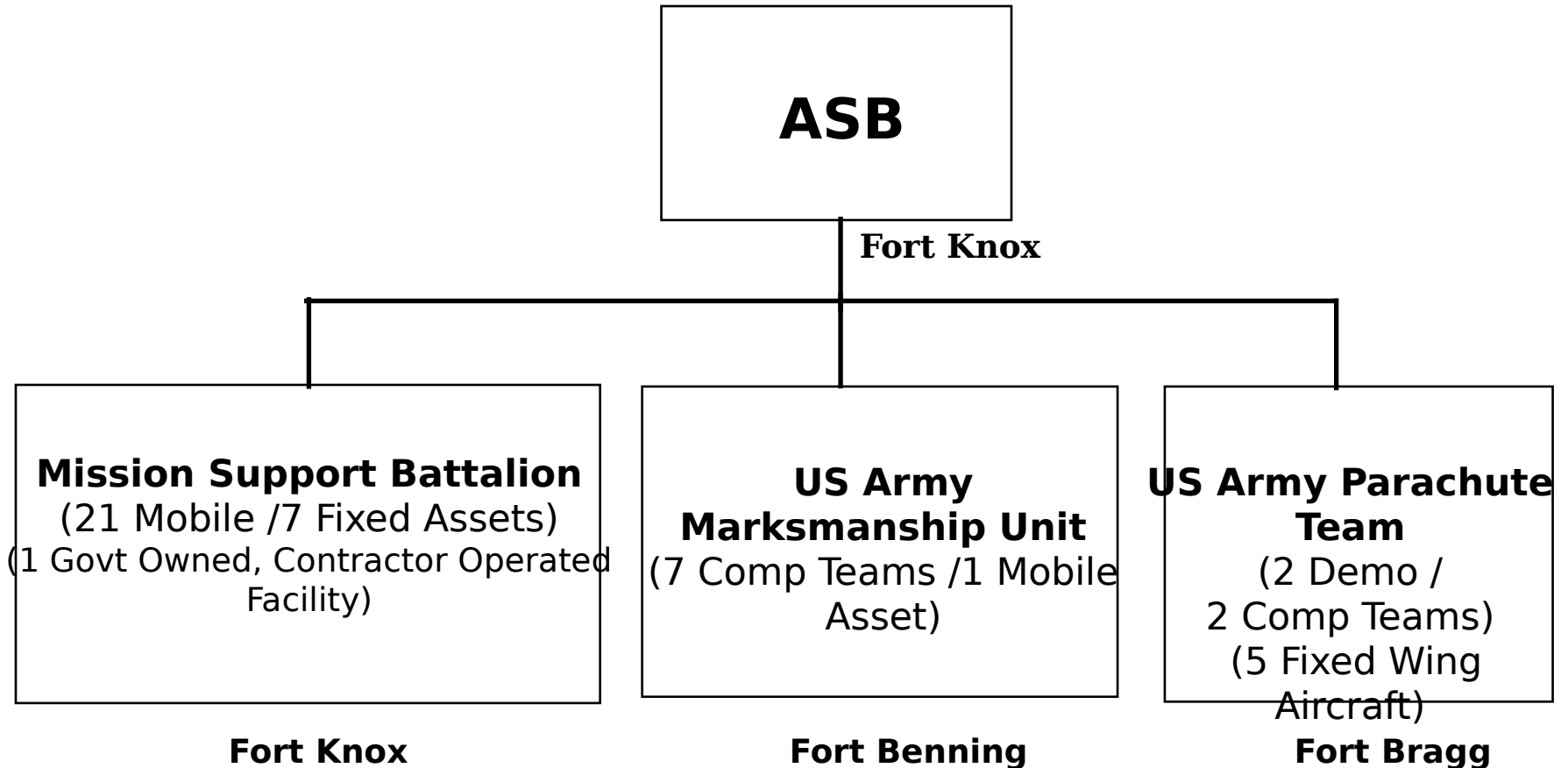
Agenda

- **Support Brigade Overview**
 - **Mission**
 - **Organization**
 - **Functions**
 - **Issues**
- **Mission Support Battalion (MSBn)**
- **US Army Parachute Team “Golden Knights” (USAPT)**
- **US Army Marksmanship Unit (USAMU)**
- **Questions**

Mission

- Ensure connectivity to target markets and the Nation
- Promote what it means to be a Soldier
- Emphasize the Army's "Warrior Ethos" and the expeditionary nature of our business
- Showcase special skills through competitions and demonstrations
- Improve Army readiness through R&D and clinics

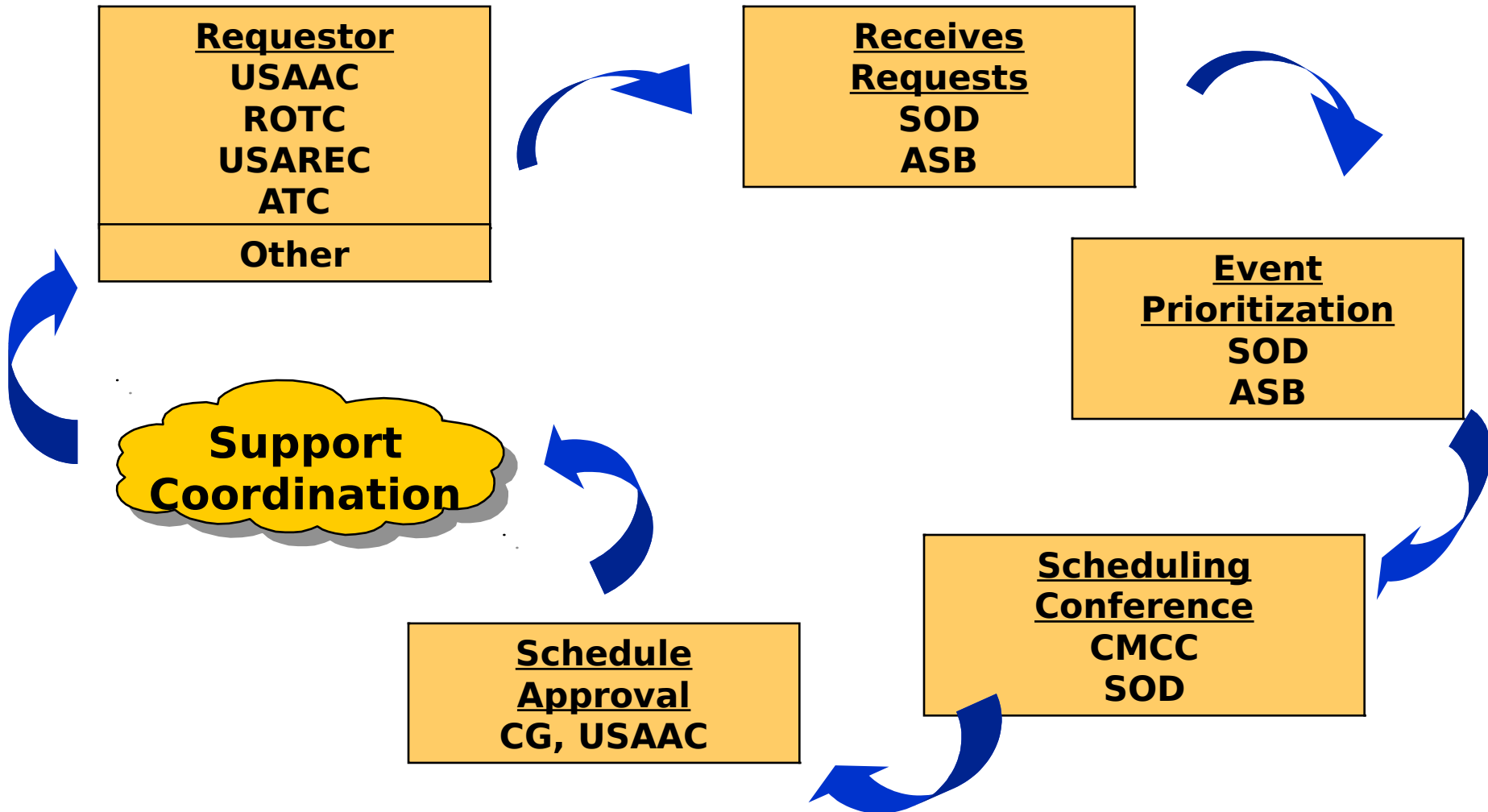
ASB Organization



Support Brigade Functions

- **Serve as Command and Control Headquarters**
 - **US Army Parachute Team**
 - **Mission Support Battalion**
 - **US Army Marksmanship Unit**
- **Provide the synergy necessary to focus and coordinate valuable strategic exhibiting resources supporting the USAAC mission**

Scheduling / Requesting Support Brigade Assets



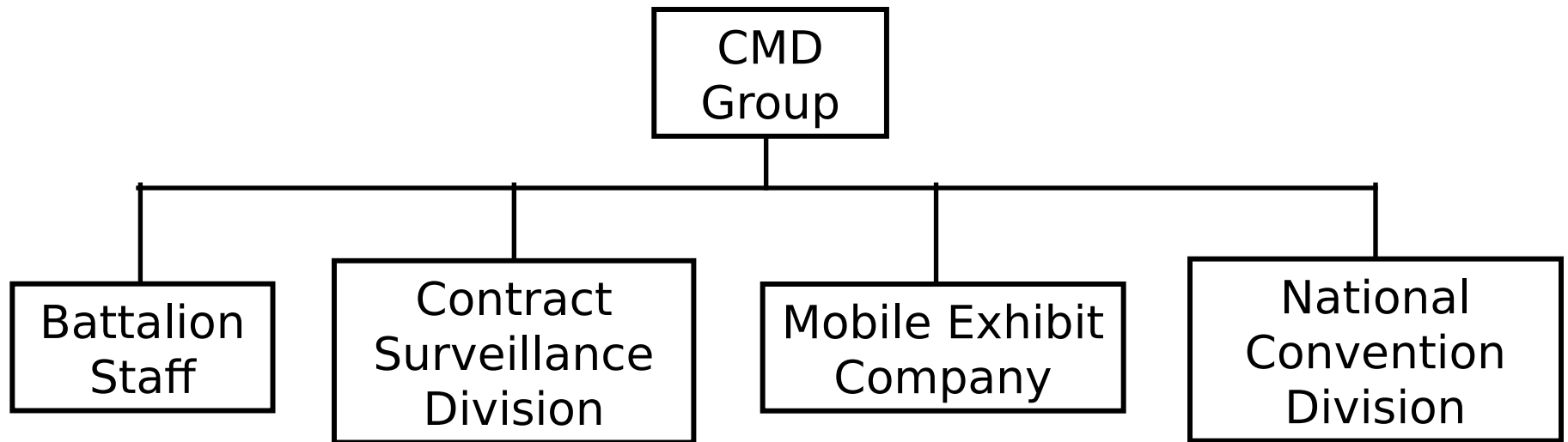
Scheduling / Requesting Support Brigade Assets

- **Request Factors**
 - **Lead Time**
 - **Budget**
 - **Exposure Size**
 - **Target Population**
 - **past Performance (Leads and Contracts)**
 - **Meets CG, USAAC, Annual and Quarterly Training Guidance**



Mission Support
Battalion
(MSBn)

MSBn Organization

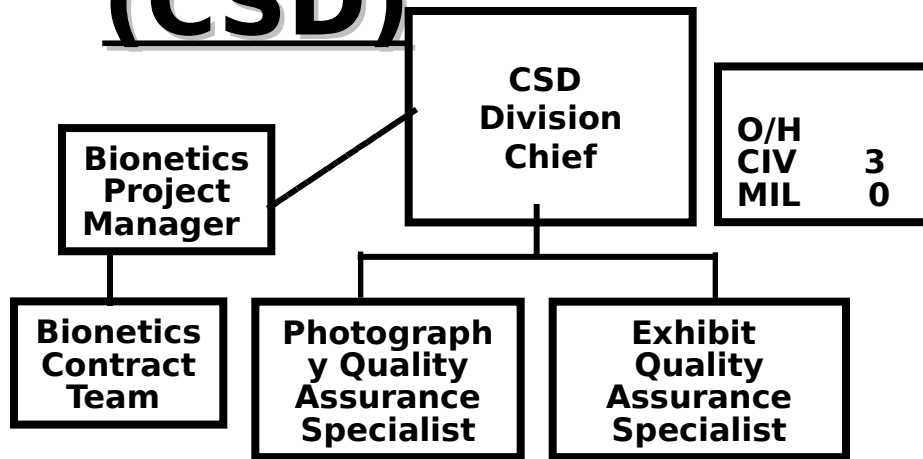


MSBn Mission

- Increase public awareness by promoting what it means to be a Soldier
- Conduct professional touring & fixed convention exhibits
- Provide multi-media and graphic support to the AAC community
- Provide quality leads to the entire Accessions effort

Contract Surveillance Division

(CSD)



MISSION
To enhance the sales and marketing capability of the soldiers and civilians entrusted with recruiting the Total Army Strength by supplying innovative visual information products created, developed and produced at the Special Purpose Facility (SPF), in support of the United States Army Accession Command's advertising strategy and campaigns.

CHARACTERISTICS

- SPF operates as a Government-Owned Contractor-Operated (GOCO) facility
- Hybrid contract w/ 1 fixed-price & 2 cost-reimbursable contract line item number (CLIN)
- 53,000 square foot, single story facility capable of producing:
 - »Graphic
 - »Photographic
 - »Multimedia
 - »Wood Fabrication

PROGRAMS

The SPF executes 3 Creative Mission Enhancing Programs.

- » Managed Unit Products Account Program (MUPA).
- » USAREC Recruiter Incentive Awards Program.
- » USAREC Recruiting Support Program.

Mobile Exhibit Company

(MEC)



Mobile Exhibit Company

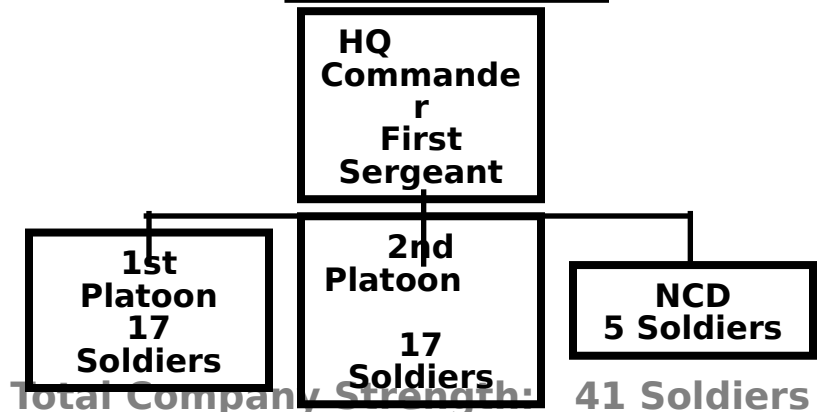
MISSION

- Generate quality leads nationwide by providing recruiters visibility and recognition, creating a favorable recruiting environment and hometown presence
- Assist the recruiter in establishing lead refinement lists, COI contacts and increased high school and college market penetration

EQUIPMENT

	O/H	Auth
• Mobile Exhibit Vehicle	(6)	(6)
• Rock Climbing Wall	(3)	(4)
• Cinema Vans	(4)	(5)
• National Science Vans	(2)	(2)
• Adventure / MOS Vans	(3)	(5)
• Army Marksmanship Trainer	(1)	(1)
• 20 x 20 NIMLOCKS	(6)	(10)
• 60 x 10 ABEX	(1)	(1)

PERSONNEL





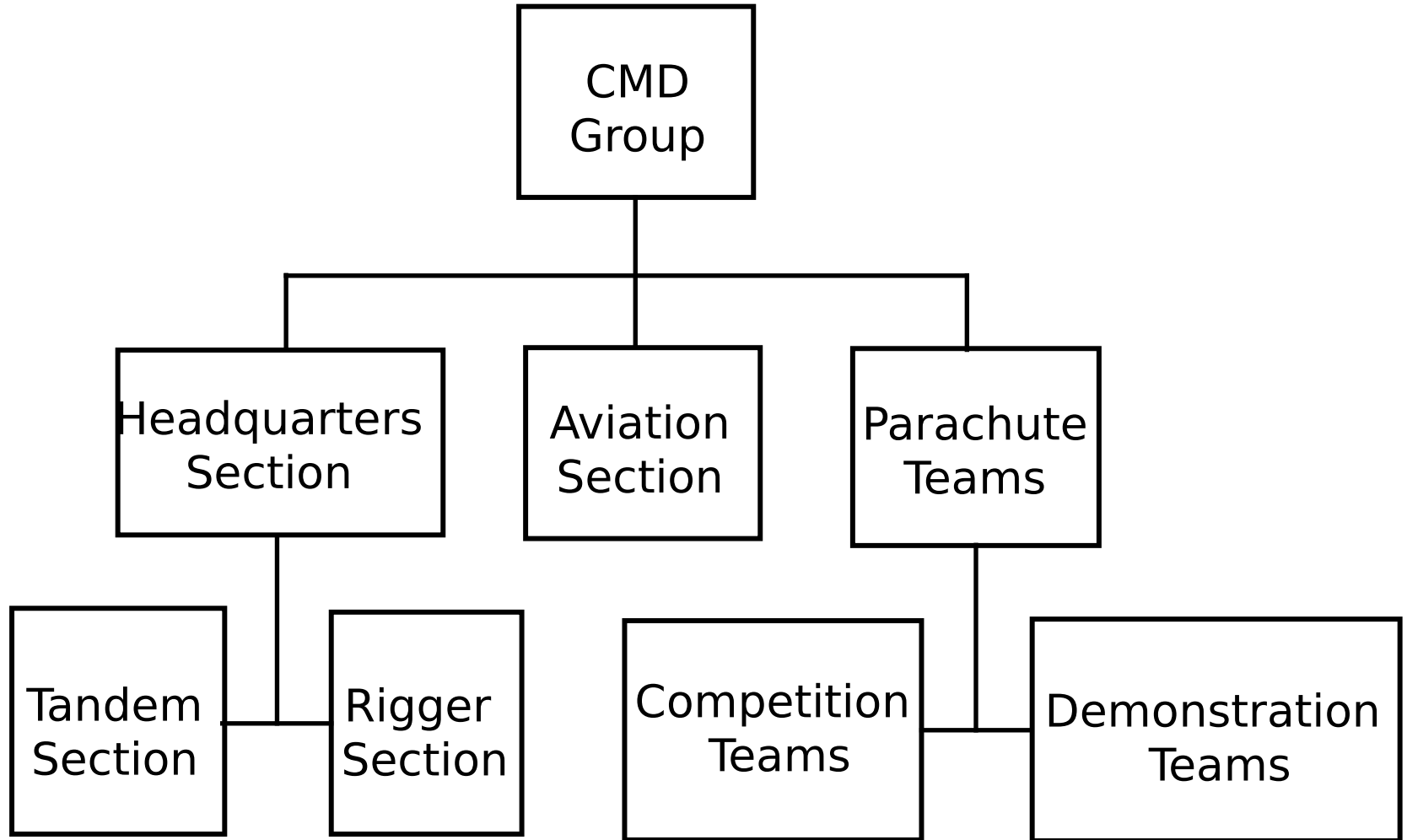
United States Army
Parachute Team
(USAPT)
“Golden Knights”

Army Parachute Team (APT)

Mission

- Increase public awareness/public relations and support the Army accessions effort by demonstrating what it means to be a Soldier
- Compete in national and international skydiving competitions
- Conduct parachute demonstrations
- Provide tandem jump opportunities to promote the Army
- Test and evaluate new parachute equipment and techniques
- Provide discrete support for Special Operations Units to incorporate “next generation” capabilities

APT Organization



Parachute Demonstration Teams



Performs PURPOSE parachute demonstration jumps across the nation and throughout the world supporting Army accessions efforts while generating quality leads for local recruiters by making demonstration parachute jumps and conducting presentations.

CHARACTERISTICS

- 2 Demonstration Teams
- Demonstration Section
 - » 28 Parachutists and 2 79R40
 - » Black Demonstration Team
 - » Gold Demonstration Team
- Competition Section
 - » 24 Parachutists and 1 79R40
 - » Formation Skydiving Team
 - » Style and Accuracy Team

EMPLOYMENT

- International Events
- National Targets
- Air Shows
- Sporting Events

Competition Teams



PURPOSE

Establishes and trains a style and accuracy team to win style, accuracy, and team accuracy competitions at the national and international level supporting Army accessions efforts while generating quality leads for local recruiters.

CHARACTERISTICS

- 2 Competition Teams
 - » Formation Skydiving Team
 - » Style and Accuracy Team

EMPLOYMENT

- International Events
- National Targets
- Air Shows
- Sporting Events

Tandem Jump Program



PURPOSE

Used to create excitement about the Army by providing tandem parachute jumps in support of Army public relations and accessions initiatives while generating quality leads for local recruiters.

CHARACTERISTICS

- Tandem Jump Categories
 - » CAT I (Nationally Recognized Figures)
 - » CAT II (Influencers at DOD & State Level)
 - » CAT III (Local VIP & Non-VIP Civilians)
 - » CAT IV (Show Site Influencers, Local Government, Government Service, and DOD)

EMPLOYMENT

- Media Events
- National targets
- Air Shows
- Sporting Events

Aviation Section



PURPOSE

Provides aviation support for the demonstration teams, formation skydiving team, and the style and accuracy team.

CHARACTERISTICS

- **Manages aircraft flight hours IAW Army regulations**
- **Establishes and maintains an aircrew training program that includes five (Folker/Otters/Platis) nonstandard aircraft**
- **Coordinates and administers annual proficiency readiness evaluations to all aviators**
- **Provides safety programming and assists and maintenance and flight operations**

EMPLOYMENT

- **Provides all organic, nonstandard aircraft and maintenance support to the USAPT**

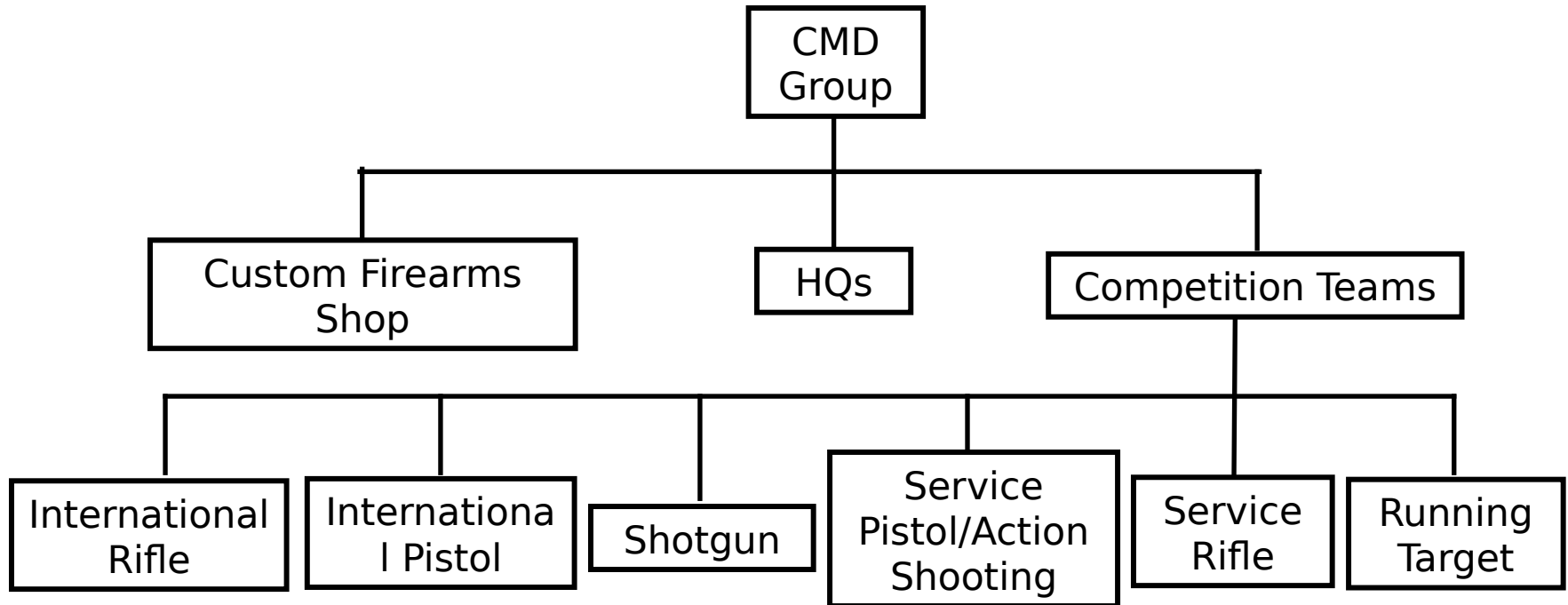


United States Army
Marksmanship Unit
(USAMU)

Mission

- Promote our Army with the public by developing the best marksmen in the world as US Soldiers
- Win international, national and interservice matches - “every Soldier a rifleman first”
- Enhance Army combat readiness through training and small arms R&D to incorporate “next generation” capabilities

AMU Organization



Competition Shooting Teams



PURPOSE
Compete in and winning competitions at the interservice, national, international and Olympic levels promoting the Army and image of military service. Train soldiers and citizens in advanced marksmanship techniques.

CHARACTERISTICS

- Six Teams
 - Service Rifle
 - Service Pistol Team/Action Shooting
 - Shotgun Team
 - International Rifle Team
 - International Pistol Team
 - Running Target Team
- Custom Firearms Shop

EMPLOYMENT

- High prestige / high visibility shooting events
 - Warfighter and Training Center support / training
 - National Targets
 - Colleges and Universities (ROTC)
- Sporting Events

Custom Firearms Shop



PURPOSE

**Develops, tests, and modifies weapons and ammunition to win competitions.
Provide rapid prototyping support for Warfighting applications**

Responsibilities

- **Produce accurate and dependable weapons and ammunition**
- **Maintain all USAMU ranges and target systems**
- **Train gunsmiths**
- **Enhance accuracy and reliability of selected weapons**
- **Support Special Operations Forces and Armament, Research, Development, and Engineering Center to improve weapons and ammunition**
- **Conduct research and development on military service weapons and ammunition and share results with DOD small arms proponents**



Questions



Backup **Slides**



Mission Support
Battalion
(MSBn)

MEC Deployment Cycle



MEC ANNUAL ROLL UP	FY 01
FY02	
• MAINTENANCE DAYS	17
27	
• SHOWS	1,489
1,029	
• LEADS GENERATED	32,119
25,272	

Mobile Exhibit Vehicle

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PURPOSE

Mobile theater designed to be taken into high school classrooms. Features state of the art DVD shows promoting Army opportunities and academic related topics

CHARACTERISTICS

- Vehicle Cost - 96K
- HMMWV
- Crew of 1
- Equipped with a portable theater and display system
 - » Features DVD shows & presentations about Army opportunities & academic related topics.
 - » HMMWV can be used as a static display during event set ups

EMPLOYMENT

- National Targets
- 2 and 4 year Colleges & Universities
- High Schools
- Fairs, Air Shows & Sporting Events

Rock Climbing Wall

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O/H

PURPOSE

Provides means of entry into difficult Audiences such as Colleges, Universities, & High Schools. Promotes Army Values of Courage and Physical Fitness

CHARACTERISTICS

- Vehicle Cost - 45K
- Rock Wall Cost - 28K
- 2001 Ford Excursion
- Crew of 2
- 24 ft Climbing wall w/4 lanes
 - » Hands on interactive
 - » 1 Hour set up time
 - » Attracts more attention than just the people climbing
 - » 2 soldier operation / Safety #1 consideration

EMPLOYMENT

- National Targets
- 2 and 4 year Colleges & Universities
- High Schools
- Fairs, Air Shows & Sporting Events

Cinema Van

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O/H



PURPOSE

Mobile theater that travels nationwide to promote the Army's stay in school and stay off drugs program. Featuring state of the art DVD shows about Army opportunities and academic related topics.

CHARACTERISTICS

- Cost of tractor-trailer - 675K
- Cost of outfitting - 190K
- 60 Ft Tractor/Trailer
- Crew of 2
- Self Contained Classroom
 - » Features DVD Shows and Presentations
 - Army Options and Opportunities
 - Academic Related Topics
 - Special Interest Shows
 - College Programs Video

EMPLOYMENT

- High Schools

National Science Van

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PURPOSE

Target middle school audiences with the message of the importance of math and science to America's youth.

CHARACTERISTICS

- Cost of tractor-trailer - 675k
- Cost of outfitting - 275K
- 60 Ft Tractor/Trailer
- Crew of 2
- Mobile Discovery Center with "hands on" scientific experiments such as static electricity, magnetism, thermal imagery, sound waves.
- Non lead generating asset, Army awareness is its mission

EMPLOYMENT

- Middle Schools
- Special Events (Boy/Girl Scouts)

Army Adventure Van

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O/H



PURPOSE
Interactive exhibit comprised of the Army's most state of the art technology, used to create excitement about the Army, while generating quality leads for local recruiters.

CHARACTERISTICS

- Cost of Tractor/Trailer - 675k
- Cost of outfitting - 350k
- 60 Ft Tractor/Trailer
- Crew of 2
- Mobile Interactive Exhibits:
 - » M1A1 Abrams Tank Simulator
 - » Global Positioning System (GPS)
 - » M16 or 9MM Beam Hit Device
 - » Flight Simulators
 - » MOS Informational Touch Screen Display

EMPLOYMENT

- National Targets
- 2 and 4 year Colleges & Universities
- High Schools

Aviation Adventure Van

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O/H



PURPOSE

Interactive Aviation specific exhibit comprised of state of the art technology, used to create excitement about the Army, while generating quality leads for local recruiters.

CHARACTERISTICS

- Cost of Tractor/Trailer - 675k
- Cost of outfitting - 350k
- 60 Ft Tractor/Trailer
- Crew of 2
- Mobile Interactive Exhibits:
 - » AH 66 Helicopter Simulator
 - » AH 58 Helicopter Simulator
 - » UAV Flight Simulator
 - » Aviation MOS Informational Touch Screen Videos
 - » Air Warrior & Weapons Display
 - » Aviation Heritage Display

EMPLOYMENT

- National Targets
- 2 and 4 year Colleges & Universities
- High Schools

Army Marksmanship Trainer (AMT)

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O/H



PURPOSE

Used to create excitement about the Army, while generating quality leads for local recruiters.

CHARACTERISTICS

- **AMT**
 - » **Army Marksmanship Trainer**
 - » **40 Ft Truck/Trailer**
 - » **Crew of 4**
 - » **Mobile Interactive Exhibits:**
 - » **Rifle and Pistol Beam Hit Simulators**

EMPLOYMENT

- **National Targets**
- **Colleges and Universities (ROTC)**
- **Sporting Events**
- **Air Shows**

Truck Driving School

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PURPOSE

To train and license mobile exhibitors in the operation of commercial tractor - trailers in order to deploy and support recruiters.

CHARACTERISTICS

- 9 weeks in duration
- Operators licensed through State of Kentucky
- Only school of its kind in the US Army

DATE

- Next class 8 JUL - 15 AUG 03



MSBn
Future Adventure Vans
and
Modernization

Armor Adventure

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Van

PURPOSE

Interactive Armor specific exhibit comprised of the Army's most state of the art technology, used to create excitement about the Army, while generating quality leads for local recruiters.

CHARACTERISTICS

- Cost of Tractor/Trailer - 675k
- Cost of outfitting - 200k
- 60 Ft Tractor/Trailer
- Crew of 2.
- Mobile Interactive Exhibits:
 - » M1A2 Abrams Tank Simulator
 - » Global Positioning System (GPS)
 - » M4 Beam Hit Weapons Simulator
 - » Helicopter Flight Simulator
 - » HMMWV Driving Simulator
 - » 19K & 19D MOS Informational Touch

EMPLOYMENT

- National Targets
- 2 and 4 year Colleges & Universities
- High Schools

Screen Videos

Special Operations Adventure Van



PURPOSE
Interactive exhibit comprised of the Army's most state of the art technology, used to create excitement about the Army, while generating quality leads for local recruiters.

CHARACTERISTICS

- Cost of Tractor/Trailer - 675k
- Cost of outfitting
- 60 Ft Tractor/Trailer
- Crew of 2
- Mobile Interactive Exhibits: TBD

MILESTONES

- Tractor & Trailer requested in FY 04 POM
- Tractor & Trailer must be received NLT 1st Qtr 03 to ensure completion by end of FY 03
- MOU with USJFKSWFS required
- Interior concepts completed NLT 3rd Qtr 03

Transformation Van



PURPOSE
Interactive exhibit comprised of the Army's most state of the art technology, used to create excitement about the Army, while generating quality leads for local recruiters.

CHARACTERISTICS

- Cost of Tractor/Trailer - 675k
- Cost of outfitting
- 60 Ft Tractor/Trailer
- Crew of 2
- Mobile Interactive Exhibits: TBD

MILESTONES

- Tractor & Trailer requested in FY 04 POM
- Tractor & Trailer must be received NLT 1st Qtr 04 to ensure completion by end of FY 04
- MOU with ADA Center required
- Interior concepts completed NLT 1st Qtr 04



United States Army
Marksmanship Unit
(USAMU)

Service Rifle Team



PURPOSE

Conducts shooting competitions throughout the world; win shooting events at the national, international and Olympic levels promoting the Army used to creating excitement about the Army, while generating quality leads for local recruiters.

CHARACTERISTICS

- **17 Person Team**
 - **1 - 11B** Training Instructors
 - **1 - 11B** Training Instructors
- **Coach**
- **13 - 11B/00D3 Training**

Instructors/Shooters

- **1 - GS-11** Shooting Coach

EMPLOYMENT

- **International Competitions**
- **National Competitions**
- **National Targets**

Service Pistol/Action Shooting Team



PURPOSE

Conducts shooting competitions throughout the world; win shooting events at the national, international and Olympic levels promoting the Army used to creating excitement about the Army, while generating quality leads for local recruiters.

CHARACTERISTICS

- 15 Person Team
 - 1 - 11B Training/Instructors
 - 13 - 11B/00D3 Training

Instructors/Shooters

- 1 - GS-11 Shooting Coach

EMPLOYMENT

- International Competitions
- National Competitions
- National Targets

Shotgun Team



PURPOSE

Conducts shooting competitions throughout the world; win shooting events at the national, international and Olympic levels promoting the Army used to creating excitement about the Army, while generating quality leads for local recruiters.

CHARACTERISTICS

- 15 Person Team
 - 1 -11B Instructors Shooters
 - 13 -11B/00D3 Training/Instructors Shooters
 - 1 - GS111 Shooting Coach

EMPLOYMENT

- International Competitions
- National Competitions
- National Targets

International Rifle Team



PURPOSE

Conducts shooting competitions throughout the world; win shooting events at the national, international and Olympic levels promoting the Army used to creating excitement about the Army, while generating quality leads for local recruiters.

CHARACTERISTICS

- 14 Person Team
 - 5 -11B Training/Instructors
 - 8 - 11B/00D3 Training/Instructors
 - 1 - GS-11 Shooters Shooting Coach

EMPLOYMENT

- International Competitions
- National Competitions
- National Targets

International Pistol Team



PURPOSE

Conducts shooting competitions throughout the world; win shooting events at the national, international and Olympic levels promoting the Army used to creating excitement about the Army, while generating quality leads for local recruiters.

CHARACTERISTICS

- 9 Person Team
 - 3 -11B
Training/Instructors
Coach
 - 5 - 11B/00D3
Training/Instructors
Shooters
 - 1 - GS-12
Instructors
Training

EMPLOYMENT

- International Competitions
- National Competitions
- National Targets

Running Target Team



PURPOSE

Conducts shooting competitions throughout the world; win shooting events at the national, international and Olympic levels promoting the Army used to creating excitement about the Army, while generating quality leads for local recruiters.

CHARACTERISTICS

- 4 Person Team
 - 1 - 11B Training Instructors
 - 2 - 00D3 Training/Instructors
 - 1 - GS-11 Shooters Coach

EMPLOYMENT

- International Competitions
- National Competitions
- National Targets